

IN THE CLAIMS:

Please amend claims 1, 17, 19, 21, 24, 25, 28, 30, 32, and 34 as follows:

1. (Currently amended) A method for a handheld recommendation assistant, said method comprising:
 - reading, by a handheld device, product information of a product from a product tag;
 - retrieving consumer information through a connection to a consumer information storage device, said consumer information being associated with said product and being retrieved based at least in part on said product information, said consumer information including information about said product;
 - acquiring personal information of a user relevant to at least one aspect of said product; and
 - generating a product recommendation recommending a most suitable product equivalent to said product based at least in part on said personal information and said consumer information, the product recommendation being generated by a recommendation processor housed within the handheld recommendation assistant.
2. (Original) The method according to claim 1, wherein said product information includes a product identifier.
3. (Original) The method according to claim 1, wherein said product information includes a list of the ingredients of a product.
4. (Original) The method according to claim 1, wherein said product information includes a product size specification.

5. (Original) The method according to claim 1, wherein said product tag includes a bar code tag.

6. (Original) The method according to claim 1, wherein said product tag includes an RFID tag attached to the product.

7. (Previously presented) The method according to claim 1, wherein said handheld device communicates with said consumer information storage device and generates said product recommendation.

8. (Original) The method according to claim 1, wherein said consumer information includes information about an alternative source for said product.

9. (Original) The method according to claim 1, wherein said consumer information includes tailored measurements of a clothing product.

10. (Original) The method according to claim 1, wherein said connection includes a network connection.

11. (Original) The method according to claim 1, wherein said consumer information storage device includes a local database stored on a medium.

12. (Original) The method according to claim 1, wherein said consumer information storage device has access to a database of a remote server.

13. (Original) The method according to claim 1, wherein said acquiring personal information includes acquiring said personal information entered through an interface on said handheld device.

14. (Original) The method according to claim 1, wherein said acquiring personal information includes retrieving said personal information stored in said handheld device.

15. (Original) The method according to claim 1, wherein said personal information includes personal tailoring measurements.

16. (Original) The method according to claim 1, wherein said personal information includes a color preference.

17. (Currently amended) The method according to claim 1, wherein said generating a product recommendation comprises:

comparing said personal information and said consumer information to produce a comparison result;

identifying, based at least in part on said comparison result, ~~at least one recommended product~~ a most suitable product whose consumer information is consistent with said personal information; and

recommending ~~said at least one recommended product~~ the most suitable product via said handheld device to said user.

18. (Original) The method according to claim 1, further comprising:

storing said product information, in a machine-readable form, in said product tag; and

attaching said product tag, containing said machine-readable product information, to said product.

19. (Currently amended) A system for a handheld recommendation assistant, said system comprising:

a handheld device configured to read product information of a product from a product tag and to access data over one or more connections, said handheld device being further configured to acquire personal information of a user relevant to at least

one aspect of said product and to generate a product recommendation recommending a most suitable product equivalent to said product; and

a consumer information storage device including consumer information, said consumer information being associated with said product and being retrievable by said handheld device, over said one or more connections, based at least in part on said product information,

wherein said product recommendation recommending the most suitable product is based at least in part on said personal information and said consumer information, the product recommendation being generated by a recommendation processor housed within the handheld recommendation assistant.

20. (Original) The system according to claim 19, wherein said consumer information storage device has access to a database of a remote server.

21. (Currently amended) A handheld recommendation assistant, said assistant comprising:

a scanner configured to read product information of a product from a product tag;

a transceiver configured to acquire personal information of a user relevant to at least one aspect of said product, said transceiver being further configured to retrieve consumer information from a consumer information storage device based at least in part on said product information, said consumer information being associated with said product; and

a recommendation generator configured to provide a product recommendation recommending a most suitable product equivalent to said product based at least in part on said personal information and said consumer information, the recommendation

generator being located within the handheld recommendation assistant, the product recommendation being determined by a recommendation processor housed within handheld recommendation assistant.

22. (Original) The assistant of claim 21, further comprising an interface configured to allow said user to input said personal information to said assistant.

23. (Original) The assistant of claim 21, wherein said product recommendation is determined by a remote server.

24. (Currently amended) A computer-readable medium encoded with a plurality of processor-executable sequences for:

reading, by a handheld device, product information of a product from a product tag;

retrieving consumer information through a connection to a consumer information storage device, said consumer information being associated with said product and being retrieved based at least in part on said product information, said consumer information including information about said product;

acquiring personal information of a user relevant to at least one aspect of said product; and

generating a product recommendation recommending a most suitable product equivalent to said product based at least in part on said personal information and said consumer information, the product recommendation being generated by a recommendation processor housed within the handheld device.

25. (Currently amended) The computer-readable medium according to claim 24, wherein said generating a product recommendation comprises:

comparing said personal information and said consumer information to produce a comparison result;

identifying, based at least in part on said comparison result, ~~at least one recommended product~~ a most suitable product whose consumer information is consistent with said personal information; and

recommending ~~said at least one recommended product~~ the most suitable product via said handheld device to said user.

26. (Previously presented) The method according to claim 1, wherein the consumer information includes the product information for multiple different stores.

27. (Previously presented) The method according to claim 1, the consumer information being retrieved from multiple consumer information storage devices via multiple connections.

28. (Currently amended) A method for a handheld recommendation assistant, said method comprising:

reading, by a handheld device, product information of a product from a product tag;

retrieving consumer information from a consumer information database housed within the handheld recommendation assistant, said consumer information being associated with said product and being retrieved based at least in part on said product information, said consumer information including information about said product;

acquiring personal information of a user relevant to at least one aspect of said product; and

generating a product recommendation recommending a most suitable product

equivalent to said product based at least in part on said personal information and said consumer information, the product recommendation being generated by the handheld recommendation assistant.

29. (Previously presented) The method according to claim 28, wherein the product recommendation is generated by a recommendation processor housed within the handheld recommendation assistant.

30. (Currently amended) A system for a handheld recommendation assistant, said system comprising:

a handheld device configured to read product information of a product from a product tag and to access data over one or more connections, said handheld device being further configured to acquire personal information of a user relevant to at least one aspect of said product and to generate a product recommendation recommending a most suitable product equivalent to said product; and

a consumer information storage device including consumer information, said consumer information being associated with said product and being retrievable by said handheld device, the consumer information storage device being housed within the handheld device, based at least in part on said product information,

wherein said product recommendation is based at least in part on said personal information and said consumer information, the product recommendation being generated by the handheld recommendation assistant.

31. (Previously presented) The system according to claim 30, wherein the product recommendation is generated by a recommendation processor housed within the handheld recommendation assistant.

32. (Currently amended) A handheld recommendation assistant, said assistant comprising:

a scanner configured to read product information of a product from a product tag;

a transceiver configured to acquire personal information of a user relevant to at least one aspect of said product, said transceiver being further configured to retrieve consumer information from a consumer information storage device based at least in part on said product information, said consumer information being associated with said product, wherein the consumer information storage device is housed within the handheld assistant; and

a recommendation generator configured to provide a product recommendation recommending a most suitable product equivalent to said product based at least in part on said personal information and said consumer information, the recommendation generator being located within the handheld recommendation assistant.

33. (Previously presented) The handheld recommendation assistant according to claim 32, wherein the product recommendation is generated by a recommendation processor housed within the handheld recommendation assistant.

34. (Currently amended) A computer-readable medium encoded with a plurality of processor-executable sequences for:

reading, by a handheld device, product information of a product from a product tag;

retrieving consumer information from a consumer information storage device, the consumer information storage device being housed within the handheld device, said consumer information being associated with said product and being retrieved based at

least in part on said product information, said consumer information including information about said product;

acquiring personal information of a user relevant to at least one aspect of said product; and

generating a product recommendation recommending a most suitable product equivalent to said product based at least in part on said personal information and said consumer information, the product recommendation being generated by the handheld device.

35. (Previously presented) The computer-readable medium according to claim 34, wherein the product recommendation is generated by a recommendation processor housed within the handheld recommendation assistant.

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